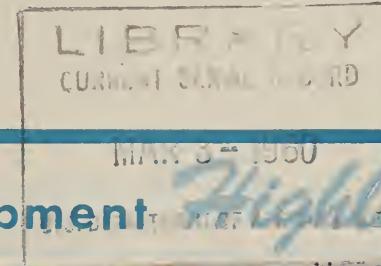


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## Farm and Home Development *Highlights*



No. 6 -- February, 1960

MEASURING PROGRESS: What's the effect of intensive FHD work with farm families? How does it compare with not-so-intensive work? What's the effect of tenure of extension assistance on results achieved by families?

A Wisconsin study shows that families receiving the most intensive assistance make by far the greatest progress. It also indicates that three years of FHD assistance are needed by most families. In the fourth year, additional assistance at the same intensity didn't tend to increase the rate of progress made by families.

The study was made by Charles Sargent for his Master's thesis. It dealt with random sample of 260 families in 26 counties. Data were provided by agents. Income data were available for 180 of these families.

To determine how agents worked with these families, Sargent developed a list of 25 different types of extension assistance. This list ranged all the way from "general information provided" to "decision-making taught."

Each of the families was rated according to the kind of assistance provided by agents. Income changes and practice adoption were then recorded for these families. Results show a very high correlation between intensity of assistance and results attained. Table I shows this in detail:

TABLE I

Intensity of approach	Total farm visits	Practice adoption score	Net cash income increase for 180 families
Very intensive	6.8	9.7	\$1010
Intensive	5.6	6.5	650
Less Intensive	3.2	5.8	505
General approach	1.6	2.0	120

Table II shows the change in the above factors measured over a four-year period regardless of intensity of assistance. These data show a substantial rise in practice adoption and income during the first three years of assistance. After that, these factors tend to level off. This implies that these families may be ready for "graduation" into regular extension assistance after three years of FHD work.

TABLE II

<u>Year of cooperation</u>	<u>Number of visits in that year</u>	<u>Practice adoption score</u>	<u>Cumulative net cash income increase</u>
1st	5.9	6.9	\$ 396
2nd	6.1	7.4	609
3rd	7.3	9.0	1400
4th	3.4	9.0	1425

Glen Pulver, Wisconsin farm management specialist, reports that Wisconsin is preparing a publication on the findings of Sargent's study. You may want to get a copy when it is available.

MORE TRAINING: Continuing its emphasis on training, Mississippi conducted a series of one-day FHD training meetings for county workers last fall. The meetings were jointly chaired by men and women district agents. Associate Director Shaw attended each of the sessions.

The program centered on well-organized presentations of county experiences. With as high as 80 FHD families in some counties, participants had a wealth of experiences to draw upon, reports J. R. Paulling of our staff who attended these meetings.

Mississippi plans another three-week graduate course in FHD for extension workers attending summer school this year.

FHD EXHIBIT: Those of you who have visited the FES recently may have noticed the FHD exhibit in the fourth wing corridor next to the elevator. The exhibit featured recent magazine and news articles about FHD work, and an automatic slide machine showing colored slides of FHD accomplishments in Allen County, Indiana.

"WE DOUBLED OUR INCOME THROUGH FHD": That's the title of a two-page picture spread feature story in the November issue of Successful Farming magazine. The story is about the Arthur Dobberstein family of Waseca County, Minnesota. The article states that you don't have to look at the Dobbersteins' records to verify that they doubled their income--just add up the changes made by the family in the past four years. The story then goes on to relate how the family--through FHD--has made this progress.

The Dobbersteins are one of 55 FHD families in Waseca County.

BALANCED FARMING FAMILIES RECOGNIZED: Speaking of stories about FHD work, Missouri Balanced Farming families are receiving special recognition in the Weekly Star Farmer. Occasion is the naming of district winners in the annual Statewide Balanced Farming Contest. The Weekly Star Farmer, large midwest weekly, is carrying a series of feature stories about these families.

Such stories not only give recognition to families who have made outstanding progress. They also let others know what's being accomplished through FHD work and how this assistance might help them.

You'll recall that providing effective informational support of FHD is one of the 10 problem areas mentioned in the last issue of this newsletter. Newspaper and magazine articles like those mentioned above are an effective means of telling the FHD story.

FHD IN NEBRASKA: That's the title of a new policy statement developed by the Nebraska Extension Service. It was first used during a recent FHD training meeting for State and county workers. The statement covers Objectives of FHD, Family Participation, Requirements, Methods and Procedures, Professional Requirements, and Training.

You may wish to write to Philip Sutton for a copy.

FROM NORTH DAKOTA: In redefining its position on FHD, the North Dakota staff recently developed these objectives:

1. Make FHD a major Extension method.
2. Materially increase the number of participating families.
3. Participation by all county and State workers.

DOES IT PAY? That's a question extension workers should continually ask themselves as they evaluate their work. With respect to FHD the question includes both FHD as an extension teaching method and results achieved by families.

A study of work with 12 Minnesota families shows FHD pays on both scores. The 12 farms are representative in size, tillable acres, and livestock enterprise. The study--covering five years' accomplishments--shows these 12 families:

1. Increased their average net farm income 76 percent during the five years compared to an average increase of 23 percent; and
2. Compared with 1954:
  - they spent \$40,500 more in 1958 on farm purchases in their community.
  - spent \$10,000 more in 1958 for household and personal goods and services.
  - paid \$3,600 more Federal and \$500 more State taxes in 1958.

Total extension time with all 12 families averaged about one-tenth of a man-year annually during the five years. Cost of total extension time with these families in five years was more than paid for in extra taxes paid by these families in one year. Intensive work with these families is no longer needed. But their higher earning power should continue for many years.

Yes--FHD Pays!

SOUTH CAROLINA WORKSHOP RINGS BELL WITH AGENTS: "Farm and Home Development--Today and Tomorrow" was the theme of a lively and stimulating FHD conference and workshop at Clemson, November 12 and 13. In opening the conference, Director Nutt emphasized the need for Extension to help farm people to do a better job of applying knowledge in the management of their farms and homes. "Extension must be more than merely a conveyor belt for information," he said.

Nearly every South Carolina county was represented in the conference by both a man and a woman agent.

Attention centered on the need to strengthen FHD as an integral part of the county and State extension program. A statement of the purpose and objectives of FHD was one of the springboards. It was based in large part on the agents' experiences and accomplishments.

Motivated by a sense of the importance of their work, agents moved into workshop sessions on how to make FHD more effective. These included sessions on working with families, and practice in stating and working out solutions of actual management problems.

Ed Callahan of our staff participated in the conference and workshop.

FHD ACCOMPLISHMENTS: That's the title of a notebook that we have put together here with your help. By your help we mean the generous response many of you made to our recent requests for information on FHD progress in your State.

Purpose of the notebook is to provide up-to-date information on the status of FHD work and accomplishments. This information is being used in hearings with the Budget Bureau, Congressional committees, the ECOP legislative committee, and in other ways. We find it's a very useful benchmark of progress for our own staff's use, too.

Information in the notebook is divided into four sections. They are: (1) the national picture, (2) State highlights, (3) case histories of family accomplishments, and (4) an appendix giving more detail on the information contained in section 2.

An example of some of the information in section 2 of the notebook is shown on the next page. Data showing overall income change in the State during the same period are included. We recognize that FHD cooperators are not necessarily typical farmers. However, the data show progress made by these families in contrast with all farm families in their State.

#### EXAMPLES OF FHD PROGRESS

##### Arkansas

2,396 families participated in FHD last year. Since 1955, farm records of 42 families have been summarized annually. From 1954 through 1958, average net farm income rose \$2,115--from \$4,217 to \$6,332. This is a 50 percent increase. During the same period, net farm income for the average Arkansas farm dropped 18 percent.

##### Indiana

3,589 families assisted last year. Study of a sample of 1958 financial records shows the FHD families increased income \$10 for every dollar Extension spent to assist them. This, in turn, meant an increase of around \$2 in Federal taxes for each dollar spent on work with them. Income of these families increased about \$1,700 per farm in 1958. Typically, net cash income increased about \$110 per farm in 1958 in Indiana.

##### Louisiana

Records of 143 Louisiana FHD families show net income increased \$2,584 per farm--from \$2,791 to \$5,375--during 3.2 years of FHD work. This is a 92 percent increase. Louisiana Extension Service feels progress of these families is typical of the 1,350 FHD families. Average Louisiana farm income dropped 6 percent per farm between 1954 and 1958.

##### Mississippi

4,065 families assisted last year. A 1959 Study of 139 randomly selected FHD families first surveyed in 1955 to establish a benchmark from which to measure their progress shows:

Capital invested increased one-third and net cash farm income increased 66 percent--\$1,897 in 1955 to \$3,152 in 1959. In contrast, average Mississippi net cash farm income rose only 32 percent during this period.

##### New York

Average labor income for New York dairy farmers remained about constant from 1955 to 1958. Labor income of FHD dairy farmers increased more than \$1,300 during the same period. This was an increase of 52 percent compared to a 2 percent income drop on the average New York area dairy farm. Figures are based on USDA records of Central Northeast Region and on records of 500 FHD dairy farmers.